

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Christopher Adams on August 7, 2009.

2. The application has been amended as follows:

Please amend claims 12, 30, 49, and 52:

12. The computer system of ~~claim 10~~ claim 9, wherein the means for retrieving additional information associated with an advertisement in response to user interaction with the advertisement comprises means for retrieving additional information from the advertisement server.

30. The system of ~~claim 28~~ claim 27, wherein retrieving additional information associated with the advertisement in response to user interaction with the advertisement comprises retrieving additional information from the advertisement server.

49. The computer program product of ~~claim 47~~ claim 46, wherein the computer readable program code that is configured to retrieve additional information associated with the advertisement in response to user interaction with the advertisement comprises computer

readable program code that is configured to retrieves additional information from the advertisement server.

52. The computer program product of ~~claim 50~~ claim 51, wherein the text-based format comprises voice extensible markup language (VXML) format.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to DOHM CHANKONG whose telephone number is (571)272-3942. The examiner can normally be reached on Monday-Friday [8:30 AM to 4:30 PM].

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John Follansbee can be reached on 571.272.3964. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Dohm Chankong/
Primary Examiner, Art Unit 2452